INFORMATION LETTER

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N.C.A. Supports Enactment of Color Additives Bill, Recommends Amendments To Narrow Its Scope

Enactment of a color additives bill similar in scope to the Food Additives Amendment of 1958 was supported by the N.C.A. in testimony February 10 before the House Interstate and Foreign Commerce Committee.

At the same time, the Association "believes that S. 2197 and H.R. 7624, as now drafted, go far beyond the announced objectives they are purportedly designed to attain," N.C.A. Counsel H. E. Dunkelberger, Jr., reported. "They would broaden the licensing concept to many substances long recognized as safe for use, and concerning which no question of safety has been raised. And they would incorporate into a measure designed to assure public safety, tests that have nothing to do with safety."

A summary of the N.C.A. statement is on page 74.

At the conclusion of N.C.A.'s testimony, Representative Rogers (Fla.), a member of the committee, said he "thought the statement was a very excellent one and has brought up some points that I think we have not yet considered."

Questioning a later witness on one of the objections raised earlier by N.C.A., Representative Williams (Miss.) asked the witness, Paul Gerden, general counsel of Abbott Laboratories, whether he felt the Secretary of HEW should be given the power to determine whether an additive has "functional value" and to control its use in that respect. Replied Mr. Gerden: "The safety, yes; the functional characteristics, no."

Said Mr. Williams: "May I say, I agree with you completely in that premise. I feel that that is a prerogative of American business to determine whether or not the use of a color or an additive in their product is functional or non-functional or without functional value."

The N.C.A. took no position on the proposal to include an "anti-cancer" clause in pending color additive legislation, which was endorsed by Secretary of Health, Education, and Welfare Arthur S. Flemming (see INFORMATION LETTER of Feb. 6, page 65). Several other groups, however, took advantage of their appearance at these hearings to comment on this provision of the House bill.

Speaking for the Pharmaceutical Manufacturers' Association, Thomas P. Carney, vice president of Eli Lilly and Company, declared . . . "we would have no objection . . . to a Delaney amendment . . . if the right of scientific judgment were returned to the Food and Drug Administration where it properly belongs."

To accomplish this, he proposed that the wording of the House bill be amended so that a color additive found to induce cancer when ingested by man or animal shall be deemed unsafe only if it has been tested "in amounts and under conditions reasonably related to the intended use." Mr. Carney also proposed that a similar change be made in the Food Additives Act of 1958.

Kenneth E. Mulford, chairman of the food additives committee of the Manufacturing Chemists' Association, endorsed the principle of an amendment to permit the Secretary of Health, Education, and Welfare to establish safe tolerances for coal-tar colors. He added, however, that the amendment should make it clear that "substances falling under the Insecticide Act and the Pesticide Chemicals amendment . . . should not have to be cleared under a Color Additive Law even though their use might result in improved natural color of fruits and vegetables." The proposed color legislation, Mr. Mulford added, would give the government ample authority to protect the public from the inadvertent use of harmful substances without an anti-cancer clause which he called "unnecessary" and "scientifically questionable."

The committee held two days of hearings, February 10-11, and adjourned subject to the call of the chairman.

Maintaining the Integrity of Canned Foods

A program for the guidance of the canning industry, to help each canner assume his responsibility for assuring the continued wholesomeness of canned foods, has been published by the N.C.A. as a Supplement to this issue of the INFORMATION LETTER.

The Supplement is entitled "Consumer Confidence in Canned Foods: Industry's Responsibility."

The Supplement contains a statement of the policy of the Association, as reaffirmed at the recent N.C.A. convention, and a three-part program (1) to prevent contamination of the raw product, (2) to prevent the processing of contaminated raw products, and (3) to protect against the addition of illegal chemicals during processing. Recommendations for canners are given, and N.C.A. activities in each of these areas are described.

N.C.A. Canning Crops Winners Attend Youthpower Congress

The N.C.A., as one of the 52 industry sponsors of the National Food Conference program of the American Farm Bureau Federation, played an active role in the Youthpower Congress at Chicago, February 11-13.

Among the 400 delegates to the Congress were nine national and state winners of the 1959 Canning Crops Contest, sponsored by N.C.A. jointly with the National Junior Vegetable Growers Association. Attendance of these youths in Chicago was hosted by the canning firms for whom they grew their prize-winning crops.

The Canning Crops Contest is a nationwide annual competition in which boys and girls compete for awards on the basis of their skills in producing a fruit or vegetable crop which is purchased by a cannery; the know-how with which they report on their work; and their participation in civic activities. The N.C.A. and its canning industry members support the contest for the purpose of encouraging

youngsters to learn by doing; to add prestige to the role of the grower in the canning industry; and to stimulate interest among the youth in agriculture and particularly horticulture as a career.

The following boys were active in the several panels and discussion groups scheduled for the three-day conference:

Robert B. Green, 20, Rushville, N. Y., the 1959 national champion, who grew 14 acres of beets for Comstock Foods, Inc., of Newark, N. Y. His net profit was $1,123.34 or $80.29 per acre. Charles B. Shuman, president of the American Farm Bureau Federation, and general chairman of the Youthpower Congress, congratulated young Green on his outstanding achievement and presented him with his championship plaque at a special breakfast of canning industry participants held during the Congress on Thursday morning, February 11.

Thomas Church, 17, Holton, Mich., the Michigan State champion, a grower of two acres of squash and 23 apple trees for Gerber Products Company, Fremont. His net profit on his squash crop was $39.88; on the apples, $214.73.

Joseph Comerford, 17, Bunker Hill, Ind., winner of a $10 award from the Indiana Canners Association in the tomato production trials. He produced 16 tons on a one-acre plot for Campbell Soup Company plant at Chicago.

Lester C. Jones, Jr., 19, Medford, N. J., the New Jersey State champion, who grew 5 acres at 21.4 tons of tomatoes per acre for the Campbell Soup Company at Camden.

John Krupke, 15, Jackson, Wis., the Wisconsin State champion, who grew 26½ tons of beets per acre on a 3.4 acre plot for the Hartford, Wis., plant of Libby, McNeill & Libby, making a profit of better than $120 per acre.

Anthony Russo, III, 18, Tabernacle, N. J., fourth place winner in the New Jersey State contest. He grew 11 acres at 22.2 tons of tomatoes per acre for Campbell Soup Company at Camden.

Ronald L. Schafer, 17, Kokomo, Ind., who tied with his 15-year old brother Roger for the Indiana State championship, growing 5.28 acres of tomatoes for the Kokomo plant of Libby, McNeill & Libby, with a net profit of $1,132.67.

Phillip Short, 15, Stryker, Ohio, an Ohio Canners and Food Processors Association's Top Ten Club winner, with 1.3 acre at 29.85 tons per acre of tomatoes for the Campbell Soup Company, at Napoleon, Ohio.

Jerry L. Wyse, 16, Stryker, Ohio, another Ohio Canners and Food Processors Association's Top Ten Club winner, growing 3.1 acres at 28.65 tons per acre of tomatoes for the Campbell Soup Company, at Napoleon, Ohio.

Participating in the adult conferences of the three-day program were:

From the N.C.A.—Dr. Edwin A. Crosby, Assistant Director, Raw Products Research Bureau; Nelson H. Budd, Director of Information; and Mrs. Jean Schoonover, of Dudley-Anderson-Yutzy, public relations counsel for N.C.A. in its youth program.

From the Campbell Soup Company—Dr. H. R. Collard, Director of Agriculture, Camden, N. J.; Mark H. Francis, Divisional Manager, Agricultural Department, Chicago; A. W. Hoguet, Divisional Manager, Agricultural Department, Napoleon, Ohio; and K. N. Jolly, Director, Corporate Relations, Camden, N. J.

From Gerber Products Company—William E. Hayes, Produce Manager, Fremont; and John Whitlock, Manager of Community Participation, Fremont.

From Libby, McNeill & Libby—C. E. Bailey, Administrative Assistant, Office of Vice President; and W. H. Schilbe, in Charge of Produce Procurement for Eastern Division.

The N.C.A. also contributed materials to two exhibits of food literature that were on display during the Congress. These were chiefly several Association publications that deal with the nutritive value of canned foods, since nutrition was one of the Congress themes.

Summary of N.C.A. Position on Color Additives Bill

Following is a summary of the N.C.A. position with respect to the pending color additives bill, as expressed in a statement presented to the House Committee on Interstate and Foreign Commerce by H. E. Dunkelberger, Jr., of Association Counsel on February 10:

The National Canners Association supports the enactment of a color additives bill in this session of Congress, but believes such a bill should accord as much as possible with the provisions of the Food Additives Amendment of 1958. In three major respects the proposed color additives bills—S. 2197 and H.R. 7624—differ with the principles adopted in the Food Additives Amendment. These points are detailed in our statement before the Committee, but may be briefly summarized as follows:

The definition of color additives in the proposed bills goes far beyond what is required, and includes within its coverage many substances specifically exempted in the Food Additives Amendment. We believe that the Color Additive bill should not cover natural substances used in foods for some purpose other than coloring, nor substances now in use and concerning which no question of safety exists. This objective can be accomplished by equating the definition of color additives in the bill to the definition of "artificial coloring" that is presently contained in the FDA Regulations, section 1.12(a)(2), and by specifically excluding from its coverage those substances that are generally recognized as safe.

A second objection is that although every justification given for the proposed comprehensive government control relates to factors of public safety, the bills include provisions under which the Secretary is authorized to make economic determinations, having nothing to do with the question of safety. Specifically, before the Secretary may license a color additive, he must find that it (1) is "*suitable* for use," (2) will not "promote deception" of the consumer, and (3) will "achieve the intended physical effect." These economic determinations, relating to functional value rather than safety, have no place in a public health measure, and are best governed by the adulteration and misbranding provisions of the basic Act. This can be accomplished by striking the term "suitable" throughout, and by eliminating the references to "intended physical effect" and deception or misbranding.

Our third objection is that the comprehensive system of provisional listings, which would be in effect for at least 2½ years, specifically excludes all the procedural safeguards contained in the basic Act. We believe that this exclusion should be eliminated, and that the provisional listing section should provide for notice, hearings, findings and judicial review.

Calif. Fish Canners Assn.

J. R. Barry of the California Marine Curing & Packing Co., Terminal Island, was elected president of the California Fish Canners Association, Inc., at the annual meeting.

Gilbert C. Van Camp, Jr., of Van Camp Sea Food Co., Inc., Terminal Island was elected vice president, and Gerald Cigliano of Pan-Pacific Fisheries, Inc., Terminal Island, was elected secretary. Charles R. Carry was continued in office as executive director.

USDA Scientists Recommend More Agricultural Research

Agricultural research should be geared up to meet present day problems and to develop the necessary power to overcome still greater problems ahead, U. S. Department of Agriculture scientists assert in a recent USDA research authorities.

An Appraisal of Agricultural Research and the Road Ahead (Agricultural Information Bulletin 221) presents a summary report by the Department's special Committee on Research Evaluation, composed of USDA research authorities.

Although no one seriously advocates that agricultural technology should not keep pace with technology in other segments of the U. S. economy, the bulletin says, it may not be clear to all that to keep pace requires a research program large enough to include the whole complex of problems facing agriculture—one that will serve both producers and consumers.

The effort envisioned in the summary would seek to reduce waste and losses of farm products; improve the efficiency of farm production as well as the efficiency of marketing, processing, and consumption; develop new and improved crops and agricultural products; expand markets; increase the income of farmers; and provide improved nutrition and living standards for all of this country's people. The proposed program would accomplish this, while conserving and improving basic natural resources in the United States.

An improved research effort must recognize that basic research is the life blood of modern agriculture, the bulletin states, and it should make certain that all who depend on agricultural research are quickly informed of new developments, and that citizens are informed of the contribution agricultural research makes to their welfare and comfort.

The present agricultural research program in the United States is too limited to meet these broad objectives, the committee indicates in its summary, and additional personnel and facilities will be required to overcome present limitations. Research facilities are crowded—both within USDA and in the land-grant institutions of the states—and many need modernizing, the committee asserts. The committee says this situation should be corrected.

Agricultural research needs personnel with skills in the same sciences that non-agricultural research needs. Capable students should be inspired to pursue studies in the agriculture-related sciences, and careers in agricultural research ought to be made rewarding enough to attract them, in the committee's opinion. The type of research needed in agriculture cannot be accomplished with second-rate scientists nor with too few first-rate ones.

The summary discusses needs for the future in the areas of farm research, forest investigations, research on the processing and manufacturing of farm products, marketing investigations, home economics research, agricultural economics studies, agriculture's role in emergencies, and agriculture in the space age.

Single copies of *An Appraisal of Agricultural Research and the Road Ahead* may be obtained free on request from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

Conservation Reserve in 1960

About 28 million acres, amounting to about 5 percent of the nation's total cropland, will be held out of production in 1960 under Conservation Reserve contracts, according to a year-end statement by USDA.

About 22.4 million acres were out of production under this program during the 1959 crop season, and more than 5 million new acres are expected to go into the Reserve in 1960 as the result of the sign-up last fall.

Farms on which all the cropland is out of production account for about 14.8 million acres or two-thirds of the total amount of cropland under contract in 1959.

A farmer who places all his cropland in the Conservation Reserve may continue to live on the farm, maintain a home garden, and use the permanent pasture and orchard land.

The government's annual rental payment for 1959 averaged $11.53 per acre. The government also will assist in establishing the conservation use.

Grass cover is the most popular of the conservation practices being carried out on Conservation Reserve land, especially in the Great Plains states. Grass is being established or maintained on more than 20 million acres.

Nearly 2 million acres are being planted to forest trees, chiefly in the Southwest. Nearly a quarter of a million acres are being devoted to wildlife cover and water impoundments for wildlife.

N.C.A. Staff Members Speak on Raw Product Production

Three members of the N.C.A. staff spoke this week at meetings of agricultural groups and canners on the subject of chemicals in food.

Dr. Howard L. Stier, Director of the Division of Statistics, was guest speaker February 9 at a breakfast meeting of the Richmond Agricultural Grange. The meeting also was attended by members of the Virginia legislature on the agriculture committees. Dr. Stier spoke on "Agricultural and Food Chemicals—Agribusiness Dilemma."

Dr. Edwin A. Crosby, Assistant Director of the Raw Products Research Bureau, attended the raw products conference of the Wisconsin Canners Association in Madison February 9 and also spoke on the N.C.A. policy and program in this field.

Dr. C. H. Mahoney, Director of the Raw Products Research Bureau, was the N.C.A. speaker February 11 at a horticultural program for tomato growers and processors at the University of Maryland, College Park.

Dr. Stier also was on this program, speaking on the changing pattern in tomato production and canning, specifically the trend toward larger packs and the shift in production from the East to the West.

Symposium and Workshop on Analysis of Food Additives

A symposium and workshop on instrumental methods for the analysis of food additives will be held at the Kellogg Center, Michigan State University, March 24-26, co-sponsored by the N.C.A., the Food Technology Program of Michigan State University, American Meat Institute Foundation, and Packaging Institute.

Papers will be presented by individuals actively working in the field of food additive analysis and a question-and-answer period will follow. At workshop and demonstration sessions, instruments and techniques discussed will be demonstrated. Each evening the day's program, both as to lectures and demonstrations, will be discussed under the leadership of an outstanding authority in the food field.

Attendance will be limited on a first-come-first-served basis and, interested parties should address their inquiries to Dr. Ira I. Somers, Director, Research Laboratories, N.C.A., 1133 20th St., N. W., Washington 6, D. C.

Canned Food Recipe Contest

The Canned Foods Cookbook of 25 recipes and a canned foods cooking contest the magazine is sponsoring are subjects of an eight-page section in the March issue of *Modern Romances*, Dell Publishing Company's magazine read by 1,053,508 young adults.

Included in the section are "25 best recipes" plus editorial guides on creative cooking with canned foods, nutritive values of canned foods, variety, economy, convenience, quality, and buying and storing pointers. In addition are rules for entering *Modern Romances*' contest. The 25 recipes include more than 50 canned products.

USDA Acreage Goals

USDA acreage-marketing guides for 1960 suggest a reduction of 3 percent in the 1960 planted acreage of vegetables for commercial processing. If realized, the USDA recommendations would result in plantings of nine processing vegetables totaling 1,473,000 acres compared with 1,520,900 acres planted in 1959.

Vegetable for commercial processing	Percent change from 1959 planted acreage
Beans, lima	
for canning	0
for freezing	+15
Beans, snap	
for canning	−10
for freezing	− 5
Beets	0
Cabbage for kraut*	
Corn, sweet	
for canning	− 5
for freezing	− 5
Cucumbers for pickles	0
Peas, green	
for canning	− 3
for freezing	− 7
Spinach	− 5
Tomatoes	0

* Included in recommendation for early fall cabbage (fresh market and processing). Total guide is plus 5 percent.

The USDA acreage-marketing guides also suggest reductions of 2 percent for sweet potatoes and 3 percent for summer vegetables; no change in the total acreage planted to fall fresh vegetables; and an increase of 2 percent in acreage of summer melons.

Pack of Canned Meat

The pack of canned meat and meat products processed under federal inspection during January has been reported by the Agricultural Marketing Service of USDA at 199,854,000 pounds, including quantities for defense.

	3 Lbs. & over	Under 3 Lbs.	Total
	(*thousands of pounds*)		
Luncheon meat	11,997	12,137	24,135
Canned hams	24,755	1,226	25,982
Beef hash	290	6,508	6,798
Chili con carne	735	11,855	12,590
Vienna sausage	226	4,225	4,451
Frankfurters and wieners in brine	118	163	281
Deviled ham	26	775	801
Other potted and deviled meat products	4	2,372	2,376
Tamales	167	2,348	2,515
Sliced, dried beef	27	291	318
Chopped beef	.....	465	465
Meat stew	103	8,909	9,012
Spaghetti meat products	185	9,486	9,671
Tongue (not pickled)	23	124	148
Vinegar pickled products	899	1,635	2,534
Sausage	2	507	510
Hamburger	594	10,092	10,686
Soups	1,322	48,075	49,397
Sausage in oil	462	462	924
Tripe	.....	326	326
Brains	.....	144	144
Loins and picnics	2,494	24	2,518
All other products 20% or more meat	342	6,239	6,581
All other products less than 20% meat (except soup)	556	21,126	21,683
Total all products	45,329	149,718	195,046

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 199,854 thousand pounds.

Pesticide Inventories

Carryover stocks of many leading pesticides in the hands of basic producers and formulators September 30, 1959, were lower than on the same date a year earlier, according to a report by the USDA.

Benzene hexachloride, calcium arsenate, 2,4-D, 2,4,5-T, organic phosphorus insecticides as a group, and copper fungicides were from 27 to 53 percent down at the end of the 1959 growing season from the same time in 1958.

DDT was in somewhat larger supply, perhaps in anticipation of heavy exports scheduled for the world malaria eradication program. Stocks of grain and soil fumigants, lead arsenate, and most of the chlorinated hydrocarbon group also were in larger supply than in 1958, as were stocks of many newly developed fungicides, weed killers, and organic phosphorus insecticides. Stocks of these latter materials were about as large as at the end of the 1958 season.

1958-59 Packs of Hot-Pack Single-Strength Citrus Juices

A report summarizing the 1958-59 packs of canned single-strength citrus juices in Florida, Texas, and California-Arizona has been issued by the N.C.A. Division of Statistics.

Orange Juice

State	1957-58	1958-59
	(*actual cases*)	
Florida (a)	18,028,784	14,914,737
Texas (b)	134,782	185,933
Calif.-Ariz. (c)	398,598	771,130
Total	18,562,164	15,871,800

(a) Pack from Nov.-Oct. (b) Pack from Oct.-Sept. (c) Pack from Jan.-Dec.

Grapefruit Juice

State	1957-58	1958-59
	(*actual cases*)	
Florida (a)	8,366,300	8,819,580
Texas (b)	701,052	900,360
Calif.-Ariz. (b)	368,011	212,618
Total	9,335,363	9,932,558

(a) Pack from Nov.-Oct. (b) Pack from Oct.-Sept.

Blended Juice
(Orange and Grapefruit)

State	1957-58	1958-59
	(*actual cases*)	
Florida	4,077,923	3,509,836
Texas	13,574	25,631
Calif.-Ariz.	48,331	89,901
Total	4,139,828	3,625,368

The packs in Florida were compiled by the Florida Canners Association. The packs in Texas represent the packs of members of the Texas Canners Association and were compiled by that Association. The packs in California and Arizona were compiled by the N.C.A. Division of Statistics.

Poultry Used in Processing

Poultry used in canning and other processed foods during the calendar year 1959 totaled 288,054,000 pounds 10 percent more than the 261,026,000 pounds used during 1958, according to a report by the Agricultural Marketing Service of USDA.

	Jan.-Dec. 1958	1959
	(*thousands of pounds*)	
Young chickens	37,700	51,842
Mature chickens	161,658	155,836
Turkeys	61,547	80,261
Other poultry	121	115
Total	261,026	288,054

Canning Featured in Annual Almanac of Bell Telephone

In observance of the sesquicentennial year of the birth of canning, the *Telephone Almanac for 1960*, issued annually by the Bell Telephone System, carries a page-width illustration and an editorial box, noting what a revolutionary event it was to families of the past century to receive canned foods.

The drawing depicts an American family of 1840 vintage gathered around a kitchen table where the housewife is opening one of the early, and then unique, cans of food. The editorial box gives a brief history of the advent of canning and its development and growth through the American Civil War, winding up with the statement, "As more and more canned foods appeared on grocer's shelves, the American housewife served her family a greater variety of food, with much less work."

The *Telephone Almanac* has a circulation of 2 million copies, distributed to the 22 companies in the Bell System, which then distribute copies to their local business offices. In December each year the publicity and advertising announces that copies of the new *Almanac* are available at the local business office. There is considerable use of the *Almanac* in school history classes.

Editors of the *Almanac* were approached last fall with the suggestion that a canning industry reference be included in the 1960 edition and copy was prepared by the Information Division and Dudley-Anderson-Yutzy, the N.C.A. public relations counsel, as part of the sesquicentennial publicity of the Consumer and Trade Relations Program.

Forecast for Home Economists

One of the main articles appearing in the January issue of *Forecast For Home Economists* magazine is entitled "Surprises In Store on the pantry shelf."

Canned foods suggested for main dishes are canned carrots, applesauce, peas, chicken, pimientos, tuna, cream of celery soup, green beans, pears, grape juice, pineapple juice, beef stew, and tomatoes.

For meals in a hurry, another section has menus and recipes using canned spaghetti sauce with meat, tomato sauce, mixed vegetables, peaches, ham, cream of mushroom soup, green beans, artichoke hearts, orange and grapefruit sections, kidney beans, catsup, tongue, crab meat, pimientos, wild rice, and french fried onions.

Everyday family meals can be prepared, the article suggests, with menus and recipes using canned black bean soup, clams, green beans, apricots, chicken consomme, tomato sauce, corn, ripe olives, and chicken.

Forecast For Home Economists has more than 51,000 teacher-readers and 3 million student-readers. Its distribution also includes home economists in other fields, such as business and extension.

King Features Syndicate

"Glamorizing foods that come in cans" is the subject of an article by Ida Bailey Allen in King Features Syndicate for January 20.

In the column Dr. Allen gives advice about not overcooking canned foods when reheating, using the liquid from the vegetable or fruit, adding herbs or spices for interest, and saving leftover liquid for soups, sauces or drinks. She adds, "Canned foods can be used to the last bit or drop, for they contain no waste."

Canned products mentioned in the article and in recipes include beef broth, spaghetti and tomato sauce, spinach, luncheon meat, pear halves, tomatoes, peas, asparagus, corn, green beans, and carrots. The column is distributed to 900 newspapers with 15 million circulation.

McCall's

"Hot Dog!", a food article in the January issue of *McCall's* magazine, features the various forms of this meat including canned hot dogs.

In addition to hot dogs, other canned foods used in the article are baked beans, kidney beans, pineapple chunks, green beans, and tomato sauce.

The article is attractively illustrated with a two-page color photograph.

Parade

Beth Merriman, food editor, featured canned tuna in her article, "Creamed Tuna In A Ring," in the February 7 issue of *Parade* magazine.

The "rosy-hued" corn bread ring is made with canned tomato juice, and canned ripe olives are included on the relish plate in the menu.

Parade magazine section is nationally distributed with 61 metropolitan Sunday newspapers with a combined circulation of over 8 million.

The American Weekly

The American Weekly for Sunday, February 7, carried a double-page color food spread entitled "There's nothing like a Casserole" by Amy Alden.

Canned foods figure prominently in the ingredient listings, with the following products included: cream of chicken soup, tomato-rice soup, peach halves, mince meat, evaporated milk, tomato sauce, catsup, New England style baked beans, mushroom stems and pieces, whole kernel corn, pimiento, tuna, julienne potato sticks, chicken broth, and ripe olives.

The American Weekly is the Sunday supplement appearing in 35 newspapers with a total of 10,161,242 circulation.

Family Weekly

In the February 7 issue of the *Family Weekly* magazine, Melanie De Proft, food editor, featured canned foods in her articles for Valentine's Day.

The author titled her article "A Rosy Touch . . ." and gave two dessert recipes, each using canned foods. The recipe "Merry Cherry Salad" includes peaches and pineapple tidbits, and the recipe "Walnut Dessert Ring" includes a sauce made with dark sweet cherries. The dessert ring is shown in an attractive color photograph.

Family Weekly is the Sunday magazine section distributed with 188 small daily newspapers having a combined circulation of over 4,800,000.

WNYC Salutes Canned Foods

On January 26, Iva Bennett, nutritionist, Department of Health for the City of New York, featured canned foods on her radio program "Listen To Nutrition" over station WNYC.

Beginning with a salute to the canning industry for its 150th birthday, she continued with interesting information about canned foods. "Food preserved in cans is surely a great convenience to the homemaker," she commented. "It has been scientifically proven that commercially canned food retains almost all of the nutritive value found in the fresh food. This is a great assurance to those of us who work outside the home and must prepare our meals in a short time."

Miss Bennett continued with advice on buying and using canned foods and stressed the importance of reading the label. She concluded, "Remember that

commercial canned foods are prepared according to the latest scientific methods. They are nutritious, flavorful, and good tasting. Be intelligent when you buy canned foods."

Scholastic Magazines Review N.C.A. Educational Materials

The February issue of *Practical Home Economics*, a scholastic magazine for home economics teachers, carries an editorial feature about the canning industry and a review of three of the N.C.A. Consumer Service Division's school publications. *The Nation's Schools*, another scholastic magazine, also includes a review of some of the educational materials in the February issue.

Attractively illustrated with drawings of cans of food, the feature entitled "150 Years of Progress" notes the 150th anniversary of the invention and practical application of the first metal can and furnishes a brief history of the canning industry.

The feature states, "We have come to depend upon canned foods to the extent that last year the average American consumed the contents of approximately 250 metal cans." Additional statistics and information about the industry are given.

"Students should form the habit of reading the label before buying canned foods," begins the discussion of label information. The feature ends with a chart of can sizes.

In a section entitled "Booklets Worth Reading" three Consumer Service Division leaflets are reviewed. About the leaflets the review says:

"'Let's Explore Canned Foods'—Planned for junior high grades to teach use of canned foods. Lots of good menus and recipes that will appeal to this age group.

"'Know Your Canned Foods'—Planned for senior high school teaching requirements. Technical information on can sizes. Background material on care of canned foods and history of canning. Also menus and recipes. In addition, the association has updated its brochure 'Of Recipes and Can Sizes', which gives quick information on how to specify the size can or jar when you buy, write recipes, or describe them to others."

The Nation's Schools magazine carries a similar review of "Let's Explore Canned Foods" and "Know Your Canned Foods." "Other helpful teaching material includes 'How the Descriptive Label Helps the Canned Foods Shopper' and a leaflet, 'Of Recipes and Can Sizes'," says the review.

USDA Food Distribution Group Asks Study on Marketing Costs

More information is needed on marketing costs and margins at various stages in the marketing process from farmers to consumers, the USDA's Food Distribution Research and Marketing Advisory Committee declared at its annual meeting in Washington February 3-5.

Additional costs and margins data are especially needed for the dairy, egg, sugar, and turkey industries, according to the committee.

The committee also called the planning of improved terminal food market facilities a top research need, citing the obsolescent facilities in many terminal markets which result in excessive charges and waste in handling food.

Increased attention to the development of more protective and economical packaging also was recommended by the committee to reduce losses and increase sales, particularly of fresh fruits and vegetables. Handling in conventional containers often causes bruising, discoloration, and dehydration, and leads to consumer dissatisfaction and reduced consumption.

The limited shelf life for consumer-packaged meats and cut-up poultry and the maintenance of quality in eggs are major problems, particularly at the retail level, the committee said. More research should be undertaken to determine the basic causes of deterioration and the effect of environment on quality changes, and to develop methods of increasing shelf life.

Other urgent problems on which more work is needed, according to the committee, include (1) development of new or improved methods and instruments for objective measurement of quality factors in raw and processed foods; (2) improvement of the efficiency of perishable commodity operations for retail stores, especially in the bakery and meat departments; (3) study of the effects of different types of containers and stacking patterns on cooling rates, moisture loss, contamination, physical damage, and related quality factors for fruits, vegetables, meats, and plant materials; and (4) market testing of the sales potential of new or improved food products.

Charles S. Ragland, president of C. B. Ragland Co., Nashville, Tenn., was renamed committee chairman, and T. G. Harrison of Super Valu Stores, Inc., Hopkins, Minn., was renamed vice chairman. C. L. Rumberger, vice president of the research and quality control division of the H. J. Heinz Company, Pittsburgh, is a member of the committee.

Decline in Marketing Margin Offset by Rise in Farm Values

Marketing margins for processed fruits and vegetables in the USDA "market basket" decreased 2 percent from 1958 to 1959, but the effect on the retail prices was more than offset by an increase in farm values, according to a report by the Agricultural Marketing Service in *The Marketing and Transportation Situation*.

Marketing margins for processed fruits and vegetables have not risen as much in recent years as those for the fresh products, USDA said. The marketing margin for processed fruits and vegetables in the "market basket" was 6 percent higher in 1959 than in 1953, the first year for which data are published. During the same period marketing margins for fresh products rose 14 percent.

Farmers received 23 cents of the retail food dollar spent for processed fruits and vegetables in 1959, compared with 18 cents in 1958 and 20 cents in 1953.

Transportation charges, a substantial part of the marketing margin for fruits and vegetables, increased between 1947 and 1958, partly because of higher freight rates and partly because of the increasing proportion of fresh vegetables produced in areas located far from consuming markets.

Average hourly earnings of employees in the canning and preserving industry increased from $1.04 in 1947 to $1.67 in 1958 and to $1.73 in 1959, according to the report.

Taxes paid by food marketing corporations in 1956, the most recent year for which data are available, totaled $1.6 billion, 68 percent more than the 1947-49 average. Of this total, food processors paid 67 percent, retail food stores 22 percent, and wholesale food firms 11 percent. During the period from 1945 to 1956 the share of the taxes paid by retail food stores increased from 12 to 22 percent whereas the share of food processors declined from 80 to 67 percent.

Taxes per dollar of sales of food processors rose from 2.9 cents in 1947 to 3.0 cents in 1956, while those of retail food stores increased from 1.6 to 1.8 cents. But taxes of wholesale firms declined from 1.1 to 1.0 cent per dollar of sales.

Status of Legislation

Senate and House bills of particular interest to the canning industry are described below, together with a report of their current status:

Antitrust enforcement—S. 11 and H. R. 11, to strengthen the Robinson-Patman Act with respect to alleged price discrimination, are pending before the Senate and House Judiciary Committees, respectively. (N. C. A. has registered its opposition.) S. 716, to authorize the Justice Department to compel the production of documents in civil antitrust cases, was passed by the Senate last year and is pending before the House Antitrust Subcommittee.

Cease-and-desist orders—H. R. 8841, to amend the Federal Trade Commission Act to provide for the issuance of temporary cease-and-desist orders to prevent certain acts and practices awaiting the outcome of FTC proceedings, is pending before the House Interstate and Foreign Commerce Committee.

Color additives—S. 2197, to amend the Federal Food, Drug, and Cosmetic Act with respect to the use of color additives, was passed by the Senate last year, with amendments, and is pending before the House Interstate and Foreign Commerce Committee. Hearings on this and a similar bill, H. R. 7624, were conducted by the House committee Jan. 26, 27, and 29 and Feb. 10 and 11.

Co-op bargaining—H. R. 1793, to authorize cooperative associations of producers to bargain with purchasers singly or in groups, is pending before the House Judiciary Committee.

Co-op marketing—S. 2014, to authorize associations of agricultural producers to own and operate marketing facilities, is pending before the Senate Agriculture Committee.

Farm labor—H.R. 9869, 9871, and 9875, to amend title V of the Agricultural Act of 1949 to require joint approval by the Secretaries of Agriculture and Labor in the issuance of regulations affecting the wages and working conditions of agricultural labor, are pending before the House Committee on Agriculture.

Federal preemption—H.R. 3, to establish rules of interpretation concerning the effect of an Act of Congress on state laws, was passed by the House last year and is pending before the Senate Internal Security Subcommittee which conducted hearings last year on a similar bill, S. 3. (N.C.A. has requested that federal food regulatory laws be excluded from the scope of these bills.)

Marketing orders—H.R. 9693, to amend the Agricultural Marketing Agreement Act of 1937 to authorize the Secretary of Agriculture to issue marketing orders with respect to certain processed fruits, is pending before the House Domestic Marketing Subcommittee. H.R. 642, to provide flexibility in the operation of marketing agreement programs, and H.R. 1070, to extend the applicability and coverage of marketing agreements and orders, are also pending before the House Agriculture Committee.

Migrant labor—The following bills are pending before the Senate Subcommittee on Migratory Labor: S. 1778 and S. 2498, to require crew-leader licensing; S. 1085 and S. 2141, to regulate the wages and hours of migrant farm workers and their children; and S. 2864 and S. 2865, to provide funds for the education of migrant farm workers and their children.

Minimum wage—S. 1046, to increase the minimum wage and reduce the overtime exemptions of fruit and vegetable canners, is pending before the Senate Labor Committee. H.R. 4488, a similar bill, is pending before the House Subcommittee on Labor Standards. (N.C.A. has filed a statement in opposition to changes in the overtime exemptions.)

Poultry marketing—S. 430, to provide for the orderly marketing of turkeys, is pending before the Senate Agriculture Committee. (N.C.A. opposes application to canning.)

Pre-merger notification—H.R. 9896 and S. 442, to amend the Clayton Act to provide for prior notification and suspension of certain mergers and acquisitions, are pending before the House Judiciary Committee. H.R. 2325 is pending before the House Antitrust Subcommittee.

Price-increase notification—S. 215, to require certain corporations to file advance notice of proposed price increases, is pending before the Senate Antitrust and Monopoly Subcommittee. H.R. 4934 is pending before the House Judiciary Committee.

Price-increase hearings—H.R. 6263, to authorize the Government to hold public hearings on price or wage increases, prospective or actual, which appear to threaten national economic stability, has been reported by the House Government Operations Committee. S. 2382, a companion bill, is pending before the Senate Banking Committee.

Fisheries Legislation

Construction differential subsidy—H.R. 5421 is pending in a conference committee.

Fishing vessel mortgage insurance funds—S. 2481 was passed by the Senate in 1959 and is pending in the House MM&F Committee.

Taxation of Foreign Investment

The House Ways and Means Committee on February 9 agreed to report, with amendments, H.R. 5, to amend the Internal Revenue Code to encourage private investment abroad.

The bill would grant tax deferral to a new class of domestic corporations to be known as a "Foreign Business Corporation" in any year when 90 percent of its gross income is earned outside the United States, either in the active conduct of a trade or business, as dividends, royalty income, or compensation for technical or managerial services. Tax could not be deferred on income derived from U. S. sources or on that which is distributed as dividends. The bill would permit the transfer of assets without review by the Internal Revenue Service as to whether a capital gains tax applies to the gain on the exchange.

The Ways and Means Committee also approved a bill, H.R. 10087, incorporating provisions formerly contained in section 5 of H.R. 5, providing for an alternative limitation on the foreign tax credit.

ICC Motor Carrier Safety Rules

The Interstate Commerce Commission has published in the *Federal Register* of February 5 a series of regulations governing driving of motor vehicles and parts and accessories necessary for safe operation of motor carriers. The regulations are applicable to private carriers as well as for-hire motor carriers.

Among new provisions are those specifying minimum voltages for lamps, effective December 31, 1961; requiring flashing turn signals on each vehicle; and prohibiting the use of turn signals as courtesy or "do pass" signals to operators of vehicles approaching from the rear.

USDA Plentiful Foods List

The USDA Plentiful Foods List for February includes oranges, frozen orange juice concentrate, cranberries, raisins, onions, sweet potatoes, cabbage, carrots, pork, broiler-fryer chickens, eggs, and peanuts.

The USDA Plentiful Foods List for March includes oranges, frozen orange juice concentrate, canned freestone peaches, cranberry products, cabbage, celery, carrots, frozen shrimp, rice, eggs, pork, milk and dairy products, peanuts, filberts, and almonds.

March is the fifth consecutive month for cranberries on the USDA list.

20 Nations Agree on Steps To Create New Trade Group

Agreement has been reached by 20 nations to work together toward the establishment of a successor organization to the OEEC (Organization for European Economic Cooperation) in which the United States could participate as a full member and which would facilitate cooperation on foreign trade programs as well as other economic problems.

The agreement involves the 18 countries which are full members of the OEEC and the United States and Canada, which are associate members. The 18 are Austria, Belgium, Denmark, France, West Germany, Greece, Iceland, Irish Republic, Italy, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Turkey, and United Kingdom.

The State Department has hailed the agreement, which was achieved at a ministerial meeting in Paris January 13-14, as "of great potential importance for the future of economic cooperation in the free world."

The State Department said, also:

"As a result of the Paris decisions we also have reason to expect that a serious and successful effort will now be made to solve the problems of European trade connected with the European Economic Community, and the European Free Trade Association—the Six and the Seven. We have obtained assurances that any solution will take full account of the interests of the United States and other countries in accordance with the principles of the General Agreement on Tariffs and Trade."

The Paris meetings in January were an outgrowth of the Western Summit meeting in which President Eisenhower participated. At that time the U. S. Government had reached the conclusion that the so-called Common Market and E.F.T.A. might lead to political and economic frictions within Europe, and that it was desirable for the United States to cooperate more with these trading nations in programs aimed at promoting economic growth and political freedom.

The 20 governments meeting in Paris adopted three resolutions which, together, point the way to the formation of a new organization that will seek to achieve a higher degree of economic cooperation among the U. S., Canada, and West European nations than ever before attempted.

One resolution calls for a ministerial meeting in Paris April 19 to consider how to reorganize the OEEC, and perhaps to approve a new charter.

Another resolution provides for continuing study of European trade questions, "with due regard to the commercial interests of third countries and the principles and obligations of the GATT."

In a third resolution a number of capital exporting nations agreed to consult together on efforts to furnish development assistance to the less developed areas.

It was stated at the Paris meeting that a successor organization to the OEEC probably could not be created in less than 18 months.

The OEEC was created in 1947 under the stimulus of the Marshall Plan. Among other things, the OEEC helped to eliminate trade barriers such as quotas and currency restrictions, but it has never dealt with tariff rates.

The E.E.C. or Common Market (Belgium, France, West Germany, Italy, Luxembourg, Netherlands), established in 1958, contemplates a form of customs union with common economic, financial and social policies, and with a common external tariff.

The E.F.T.A. (Austria, Denmark, Norway, Portugal, Sweden, Switzerland, U.K.), formed in 1959, seeks to facilitate trade among the seven member countries while enabling each to maintain its individual tariff structure in relation to third countries.

Canadian Labeling Regulation

Canada has adopted new regulations governing the labeling of food products. The regulation will become effective January 1, 1962, and it may be expected that labels not approved by Canada's Food and Drug Directorate will not be admitted into Canada on and after that date.

In the meantime, the regulation permits the use of labels printed prior to July 1, 1960, which have had prior approval under terms of the regulation in force on December 31, 1959.

Copies of the food labeling regulations will be available from the Food and Drug Directorate, Department of National Health and Welfare, Tunney's Pasture, Ottawa, Canada, which has suggested that proofs of proposed labels be submitted for approval.

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